

2019 Fiscal Year Youth Hunter Recruitment Initiative July 1, 2018 – June 30, 2019

BACKGROUND

The core constituency base for hunting, angling and boating has declined and become more fractured across Kentucky, and consequently a large percentage of the population have become distanced from conservation issues. As participation in hunting, fishing, shooting sports and boating activities decline, state fish and wildlife agencies are uniquely positioned and have a responsibility to engage a variety of both user and potential user groups in conservation and outdoor recreation. In response to this reality, the Kentucky Department of Fish and Wildlife Resources (KDFWR) offer the “2018/19 Youth Hunter Recruitment Initiative.”

This Initiative is focused upon the coordination of multiple aspects. The first component of this Initiative includes placing an air rifle in the hands of potential hunters--both youth and adult--under the supervision of Hunter Education instructors and experts, which emphasize safe handling of firearms and marksmanship. The second aspect is for youths—primarily new hunters—obtaining a complimentary Kentucky Youth Sportsman’s License.

The Kentucky Department of Fish and Wildlife Resources (KDFWR) is therefore seeking financial and voluntary assistance for the Initiative at multiple events throughout the 2019 Fiscal year. Strong private partnerships are essential to continue the wildlife success and hunting tradition in Kentucky. By becoming a sponsor, organizations help KDFWR achieve our mission and mandate as the stewards of wildlife and of the hunting tradition for the Commonwealth of Kentucky. In return for a Sponsorship, your organization will have significantly increased effectiveness in getting your brand and messages delivered to hunters, anglers, boaters and wildlife conservationists throughout the entire state of Kentucky, as well as non-residents who participate in these activities in Kentucky.

TIMEFRAME

In accordance with KRS 45A.097(4), these opportunities will be posted on the agency’s website for a minimum of seven (7) calendar days, beginning on December 1, 2018. Sponsorship proposals must be received no later than 10 Days after posting.

Consistent with KDFWR’s year-long commitment to the Initiative and our ongoing need for including Kentucky State Fair, Louisville, Lexington, Owensboro and Ballard outdoor shows,

NWTF Jakes Day, DU Greenwing Day, Quail Forever Whistler Day, Free fishing and Free hunting weekend, Deer and Turkey Expos, NASP and Scholastic 3D Youth competitions financial and voluntary assistance from potential sponsors, additional sponsorship opportunities will be posted at least fifteen days prior to subsequent events. This and future sponsorship opportunities may also be linked to other Commonwealth web sites, the Kentucky Afield television show, and awareness will be raised through other media, such as press releases, digital, social and new media.

The selected sponsors will receive tangible benefits, as outlined in this posting for the remainder of this FY19 Fiscal year. KDFWR anticipates offering this Initiative experience at up to ten (10) separate events. Therefore, return on investment (and its duration) for a potential sponsor is dependent on the event at which it applies to sponsor a component of the Initiative. Initial funding of this Initiative through sponsorship establishes a perpetual source of funding for future FY 19 events; whereas the amount of funding directly determines how many new hunters KDFWR is able to recruit. Finally, each sponsorship opportunity includes specific commitments, as described herein.

SPONSORSHIP OPPORTUNITIES

KDFWR is seeking continued assistance for the Kentucky YOUTH HUNTER RECRUITMENT INITIATIVE. A minimum of one PRESENTING sponsor for each of the two (2) components listed below.

For purposes of the Whistler Youth Hunting event, sponsorship assistance may be provided as follows:

1. SPONSORED AIR RIFLE/LIVE-FIRE COMPONENT:

KDFWR requires that all hunters, born after 1975, satisfactorily complete a hunter education course and a live-fire/range exercise to become Hunter Education-certified in Kentucky. (See 301 KAR 3:100, attached to this Sponsorship Proposal.) To allow youths another opportunity to complete the live fire/range portion of their Hunter Education requirements, KDFWR intends to offer an air rifle range at multiple events as part of this Initiative. Because of this, KDFWR seeks sponsor(s) as follows:

“Presenting” Sponsor(s) of Air Rifle/Live Fire Component , shall provide or fund for purchase: 1. Air Rifle Range, with up to 5 Lanes to include: 2 Pop-Up Frames, 8ft. X 12 ft. each, 5 Panels, 1 Primary Impact Wall, 1 Primary Impact Wall Support Rod, 5 Baffles, 2 Transportation-of-Unit Cases, 1 Speed Shoot Target System 2. Air Rifles/ Projectiles (Pellets), Targets, Backstop & Coaches/Instructors 3. Cash Option (in lieu of providing/donating equipment/staff): \$5000 min/ \$10,000 max

NOTE: Selected Sponsor(s) will be expected to provide support/meet obligations through the duration of the event with set up and break down on designated dates. Sponsors selecting the “Cash Option” will be invoiced and expected to pay in full within 30 days.

The “Presenting” Sponsor(s) of Air Rifle Range Component shall receive the following benefits: 1. Your business named/identified as a “Presenting” sponsor in any media (television or radio) advertisements promoting the event; 2. Your logo and mention of sponsorship will be included on all print advertisements promoting the event; 3. Your banner prominently displayed at the event in the KDFWR booth; 4. 10 X 10 booth space to display merchandise, product or service within KDFWR’s booth area; and 5. Your logo displayed on our events section of the KDFWR website: www.fw.ky.gov

2. SPONSORED COMPLIMENTARY LICENSE COMPONENT:

KDFWR plans to provide complementary Youth Sportsman’s Licenses to as many as 500 participants under 16 years of age who comply with the requirements of this Initiative. Specifically, resident participants ages 11 to 15 may receive the Kentucky Youth Sportsman’s License, with a retail cost of \$30. (Kentucky law defines a youth sportsman as less than 16 years of age.) Pursuant to KRS 150.179, the Commissioner can waive or discount a license or permit for an event or program supporting a recreational activity. To do this, the department must ensure that the event or program provides education in or appreciation of the recreational activity; and that the waiver of the license or permit requirement does not result in a substantial loss of revenue. Because of this, KDFWR seeks sponsor(s) as follows:

The Presenting Sponsor(s) of Complimentary License Component, shall provide: 1. Reimbursement (Underwriting) of each complimentary license at discounted price. \$15 cost for each complimentary Youth Sportsman’s License issued at Initiative events: Youth Sportsman’s

License for youths under age 16 has Retail Price of \$30; therefore cost to sponsor equals approximately 50 percent off the retail. 2. Reimbursement/Underwriting of total complementary licenses would be expected after the conclusion of the event and within 30 days of receiving KDFWR invoice identifying the number and type of free licenses issued/redeemed. 3. Sponsor may be required to sign an agreement with KDFWR, to allow for reimbursement. 4. Reimbursement would be based on a maximum of 500 youth participants, with estimated costs as follows: Qty. 33 Youth Sportsman's License X \$15.00 = \$500 or 33 Youth Sportsman's License

The "Presenting" Sponsor(s) of Complimentary License Component, shall receive the following benefits: 1. Your business named/identified as a "Presenting" sponsor in any media (television or radio) advertisements promoting the Initiative events. 2. Your logo and mention of sponsorship will be included on all print advertisements promoting the Initiative events. 3. Your banner prominently displayed at the KDFWR booth. 4. 10 X 10 booth space to display merchandise, product or service within KDFWR's booth area. 5. Your logo displayed on our events section of the KDFWR website: www.fw.ky.gov 6. Strong private partnerships are essential to continue the wildlife success legacy in Kentucky. By committing to this Sponsorship, you help KDFWR achieve our mission and mandate as the stewards of wildlife for the Commonwealth of Kentucky. In return for this Sponsorship, your business will have significantly increased potential in getting your messages delivered to hunters, anglers, boaters and wildlife conservationists throughout the entire state of Kentucky, and nonresidents who also recreate in Kentucky. 7. Your business named/identified as "Presenting" sponsor in all media including but not limited to: Radio, T.V., Print, Digital, Social and New Media Platforms. 8. Ability to coupon participants and attendees at these Initiative events. All costs associated with construction of, delivery of and redemption processes are the responsibility of the Sponsor(s). 9. Your business with prior approval from KDFWR will have the option to offer one (1) Register-To-Win (RTW) contest per event. All costs of executing RTW are the sole responsibility of the Sponsor(s).

EVALUATION

KDFWR will review all responses in accordance with the evaluation factors set forth below:

1. Sponsor Investment in Dollars (\$): 60 Points Max 2. Experience/Previous Sponsorship Activities: 40 Points Max

Potential sponsors must include their investment amount and a list of experience/previous sponsorship activities. A minimum of one sponsor per component is being sought.

NOTE: Selected Sponsor(s) will be invoiced and expected to pay in full within 30 days prior to event.

Note: The KDFWR reserves the right to reject any sponsors that are in conflict with the department's goals, mission, values, or that exceed our requirements. Selected sponsor(s) are expected to provide support and meet their obligations through the duration of the events with set up and break down on the designated dates. Since we expect to hold several events throughout FY2019, all event sponsors selecting either financial and/or "in-kind" services/products must submit a letter defining the level of sponsorship and/or services/products to the attention of:

Brian Moore Sponsorship Specialist brian.moore@ky.gov

Kentucky Department of Fish and Wildlife Resources #1 Sportsman's Lane Frankfort, KY 40601

Please make all checks payable to the Kentucky Department of Fish and Wildlife.